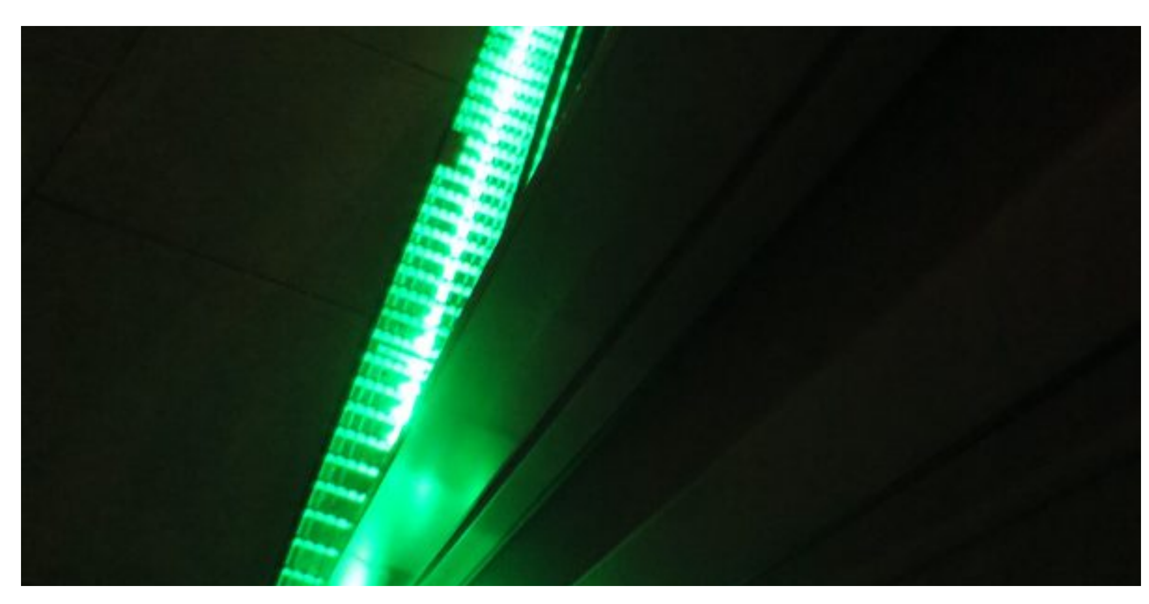






OBSOLETE CAPITALISM 2017-10-12

DIGITAL NEUROLAND

GENERICSCIENCE ASSEMBLAGE BRAIN, CONTAGION, CONTROL SOCIETY, NEUROLAND, TECHNOLOGY

Introduction
by Rizosfera
Tony D. Sampson is reader in digital media culture and communication based in East London, and deals with philosophy, digital culture and new media. His work focuses on an unconventional intersection where political analysis meets the theoretical aspects of digital media and social behaviour, shaping the world of our contemporary era. Writing on substantial components like viruses, virality in communication, contagion and behavioural imitation, the brain and neuroculture in this "rotten world" built on an accelerated bond of technology and ideology of value and profit driven markets, Sampson catches, with a forward looking attitude, some "substantial issues" of the clash between control and technology, society and individual or collective freedom, shaping him not only as a brilliant new media theorist but as an essential political thinker as well. To scan his new book 'The Assemblage Brain' (Minnesota Press, 2017) is therefore urgent to understand the important challenge we will face in a very near future.

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